

**FEMALE STEREOTYPES PRESENTED IN
“CANTIQ” TABLOID**

THESIS

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ABSTRACT

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Culturally, people in different parts of the world arrange themselves in a patriarchal society. Patriarchal culture is contributing greatly to marginalize women with gender roles which seem to be determined entirely and naturalized by patriarchal society, this phenomena is called as female stereotype. Language (discourse) also takes a part to create the constructions of gender, ideology and stereotype, eventually adapted by women tabloids as a mass media having power to spread their “messages”. Critical Discourse Analysis (CDA) sees discourse as a “social practice” which can give social impact to the society. This study is conducted to figure out the meaning constructions conveyed in “Cantiq” tabloid headlines and to find out female stereotype presented by “Cantiq” tabloid.

This study uses qualitative approach, and there are two types of the study used; content or document analysis and case study. The writer uses criterion case sampling to find out participants. The participants of this study are the readers of “Cantiq” tabloid consisting of 2 women from young adulthood and 2 women from middle adulthood. The data are taken from “Cantiq” tabloid headlines during January 2013 to February 2013, and the interview results from the participants.

This study finds that there are two meaning construction emerged from the headlines. Those are “women should not be fat” and “physical beauty is full of risk”. This study also found that there are two female stereotype interpreted by the readers of “Cantiq” tabloid; “women should be slim and apply make up” and “women should be attractive to men”. Those utterances reflect patriarchal, since women are considered as a second sex and their bodies are treated as an object. The participants believe it can give social impacts to the society and determine what is the construction of female beauty. The readers and society will finally accept the idea saying that beauty is equal to having slim body figure, applying make up, and having cosmetics procedures to look attractive.

The writer suggests that the next writer will also cover up sociocultural practice by using case study because it is important to use participants point of view as a part of the society since CDA is related with language as a form of social practice.

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